

Rep Order# 6869922 Ver# 1 Status New
EC'd No

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DRUG POLICY ACTFUND
Product DRUG POLICY ACT FUND
Estimate#
Buyer PAULA ADAMS
Phone#
Fax#

Traffic Order# 219451
Printed: 11/06/2012 9:23 AM
Last Received: 11/06/2012 9:02 AM
Showing Buylines: All Lines

Agency () NORTHWOOD ADVERTISING
15 S. 5TH STREET, SUITE 1201
MINNEAPOLIS, MN 55402
Agency C/P1/P2/E
Flight Dates 11/07/2012 - 11/11/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
THIS ORDER WAS MANUALLY ENTERED ON YOUR END MON 11/5
PLEASE DO NOT DOUBLE BOOK
JUST TRYING TO GET ORDERS IN THE PETRY SYSTEM
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1			11/10-11/10	1	\$700.00	:30	1	SA	9P-10P	1	\$700.00
Buyline Comment: NEWS											
2			11/11-11/11	1	\$1,000.00	:30	1	SU	9P-10P	1	\$1,000.00
Buyline Comment: NEWS											

---REPORT TOTALS---
Report Totals: 2 / \$1,700.00

---SALES MONTHLY TOTALS---
Nov 12: 2 / \$1,700.00
Sales Totals: 2 / \$1,700.00
Station Totals: 2 / \$1,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$10,000
CABL 0% KASA 17% KASY 0% KLUZ 6% KOAT 47%
KOB 0% KRQE 30% KWBQ 0%

---COMPETITIVE COMMENTS---

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NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE

Station Order

North Woods Advertising
510 First Avenue North
Minneapolis, MN 55403

Campaign: NOV 2012

Rev #: 0

Buyer Name: Paula Adams
Sweeps: Manual Ratings

Estimate No.:

Contract No.:

Job No.:

Market: ALBUQUERQUE-SANTA FE

Station: KASA

Station Contact: AMY MCCREARY/PETRY

[illegible]

Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Nov	2	7.5	\$1,700.00	\$226.67
	2	7.5	\$1,700.00	\$226.67

By:

Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Drug Policy Action Fund
Agency: Northwood Advertising

Line: 1

Time Period: 9p-10p
219451 6869922

11/10/12	:30	P6	9:17:20 PM 11/7-11/11/;	\$700.00
				\$700.00
				\$700.00

Line: 2

Time Period: 9p-10p
219451 6869922

11/11/12	:30	P6	9:08:30 PM 11/7-11/11/;	\$1,000.00
				\$1,000.00
				\$1,000.00
				\$1,700.00
				\$1,700.00
				\$1,700.00
				\$1,700.00
				\$1,700.00

[Sorted by: Line]

WIDEORBIT

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KASA-TV <i>Albuquerque, NM</i>	Date: 10/31/12
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I, Emily Kaltenbach
do hereby request station time concerning the following issue:

Protect PRSD as a qualifying condition for the medical cannabis program in New Mexico.
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See schedule as ordered					

Total Charges:

This broadcast time will be used by: Drug Policy Alliance

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See schedule as ordered					
Total Charges:					

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.